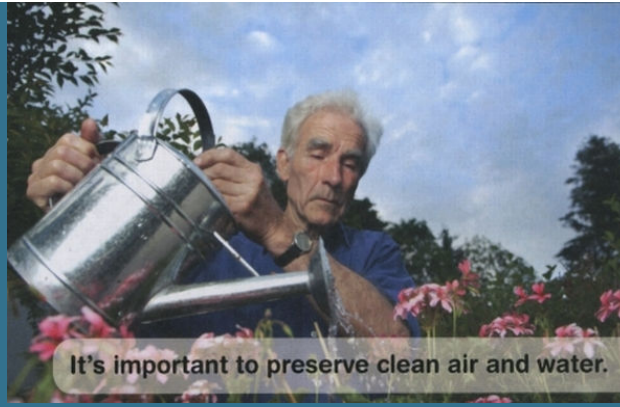




I'm needed.



It's important to preserve clean air and water.



We want to build a community we believe in.

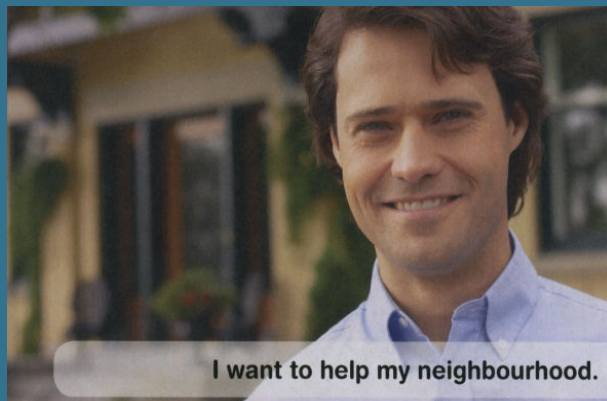


# Volunteer Retention and Recruitment

**Jane Hennig**  
**Executive Director**



Kids are worth it.



I want to help my neighbourhood.



I want to gain Canadian experience.

# AGENDA

1. About the Volunteer Action Centre Waterloo Region
2. Contribution of Volunteering in Canada
3. Knowing volunteers

## RETENTION BEFORE RECRUITING

4. Volunteer Management
5. Volunteer recruitment

# Volunteer Action Centre's Role

- To work with 200 charity and not-for-profit organizations in Kitchener Waterloo and Area
- To provide resources for volunteer recruitment and referral
- To offer professional development in areas of volunteer management, organizational development and board governance
- To advocate for and promote volunteerism in our community

# Recruit and Refer Volunteers

- Maintaining an online recruitment service

[www.volunteerwr.ca](http://www.volunteerwr.ca)

- Promote volunteer opportunities to a wider audience through partnerships with local businesses and media.
- Support organizations and businesses who want to partner on employer-supported volunteering programs/events.

# Volunteer Centre Service

Volunteer Centres are a great resource for you.

- Conduits with the community
  - Knowledge centre for charity and nonprofit work
  - Hub for volunteerism
- 
- 204 volunteer centres across Canada
  - 26 in Ontario

# Voluntary Sector Fast Facts:

12.7 million Canadians (44% of the population aged 15 and older) volunteered their time to charities and other nonprofit organizations.

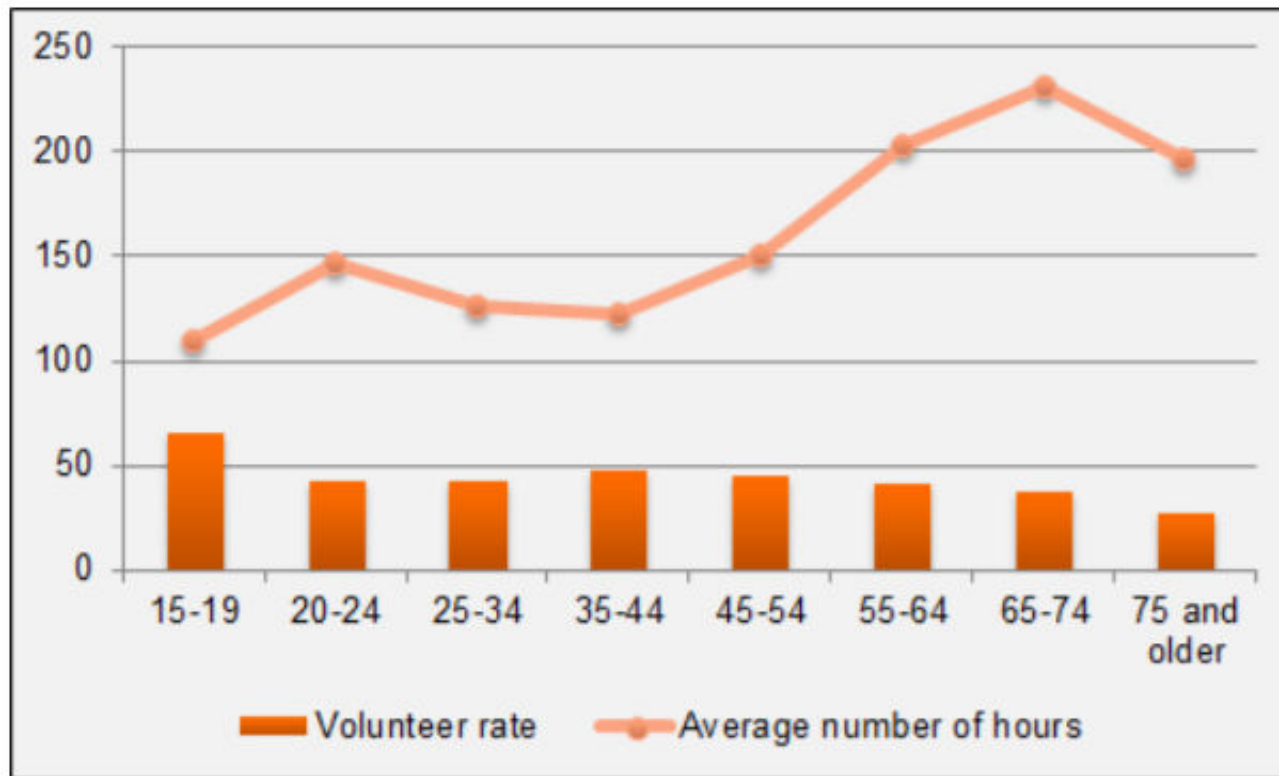
Volunteers contributed almost 2 billion volunteer hours to organizations – the equivalent of 1 million full time jobs.

The work contribution of volunteers alone contributes 2.6% of the Canadian GDP or the equivalent of the work contribution of the entire education sector.



# Who Volunteers?

- If you want to work with volunteers – know your audience
- There are as many motivations for volunteering as there are volunteers





# Trends in Volunteering

## **Recent numbers indicate:**

- Declining engagement in traditional volunteering.
- Growth in Corporate Social Responsibility
- Rise in informal engagement – Individuals Social Responsibility

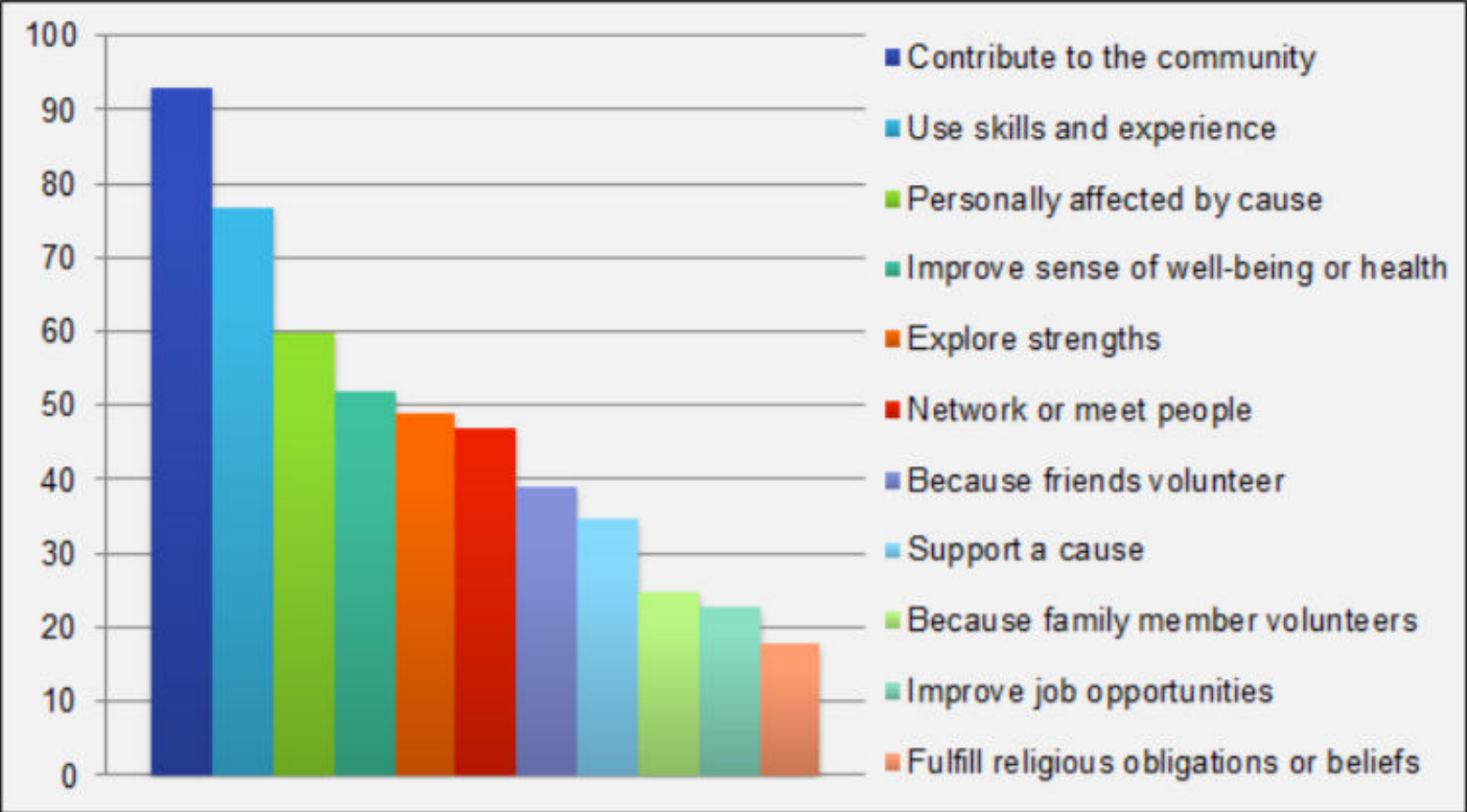
# Trends in Volunteering

- Contributing is Personal
- The impetus may be personal but volunteering lifts society and the economy

# Trends in Volunteering

- Male – 44% and Female – 47%
- Volunteer rates were highest among youth, those with university degrees, those with household income over 100,000 and those who attended religious services weekly
- Internet played an important role in the volunteering of many individuals. 20% of volunteers said that they used internet in some way during their volunteer activities, while about 8% said that they used the internet to seek out volunteer opportunities
- The average hours volunteered was the highest among seniors, those with lower levels of household income and those who attended religious services weekly
- Most volunteering is concentrated towards four types of organizations – Sports and Recreation, Social Services, Education and Research and Religion

Why do you think people volunteer?



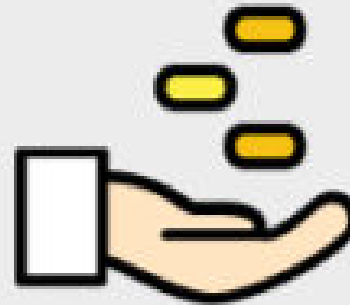
What stops people from volunteering?



Lack of time  
65%



Long-term  
commitment  
61%



Prefer to donate  
instead  
56%



No one asked  
51%



Why don't Canadians volunteer?

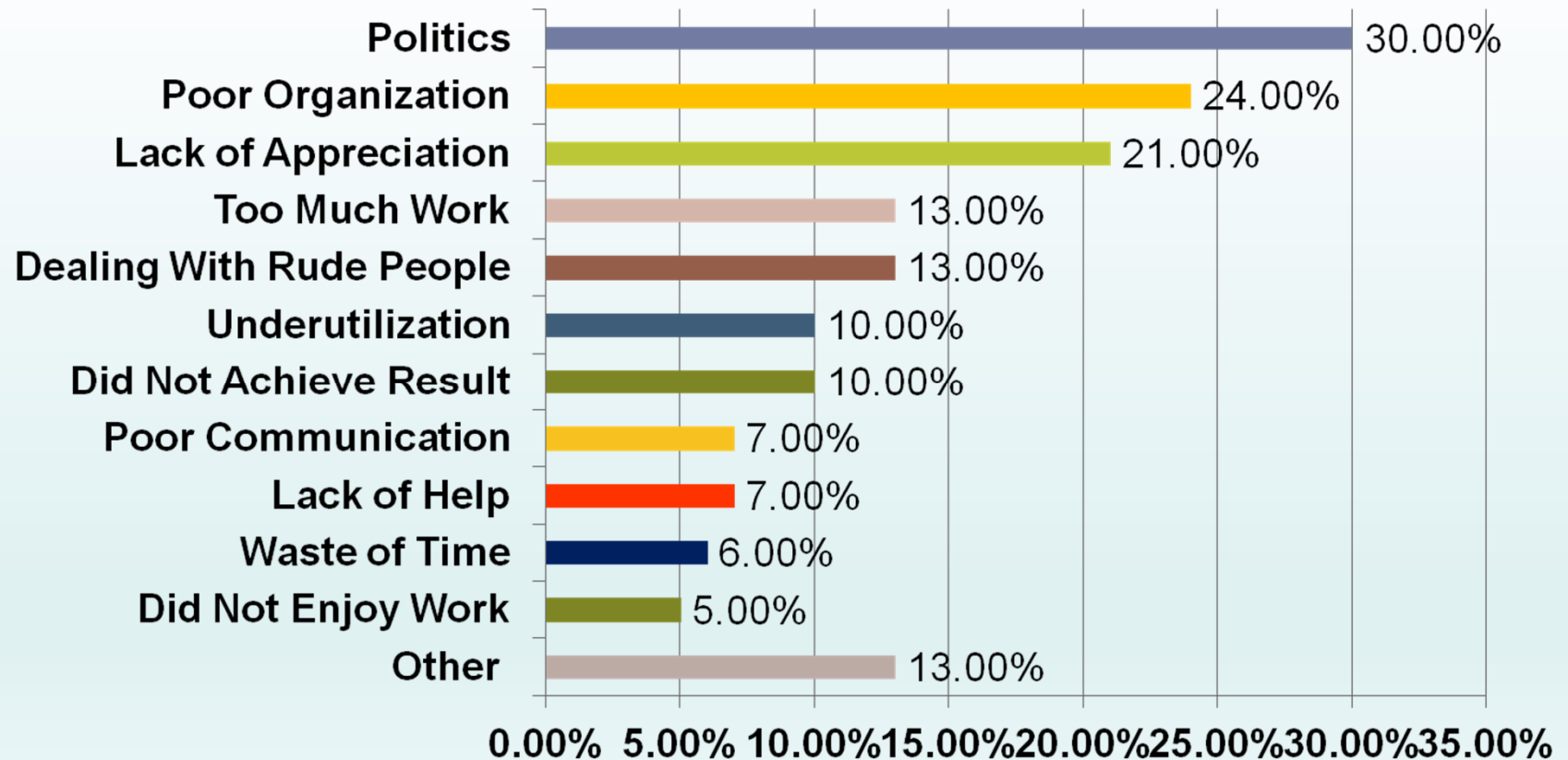
# 12 Basic Needs of Every Volunteer

- A specific and manageable task with a beginning and an end
- A task that matches the interest of the volunteer
- A good reason for doing the task
- Written Instructions
- Reasonable deadline
- Freedom to complete the task *when* and *where* it is most convenient for the volunteer
- Everything necessary to complete the task without interruption
- Adequate Training
- A safe, comfortable and friendly working environment
- Follow-up to see that the task is completed
- An opportunity to provide the feedback when the task is finished
- Appreciation, recognition and rewards



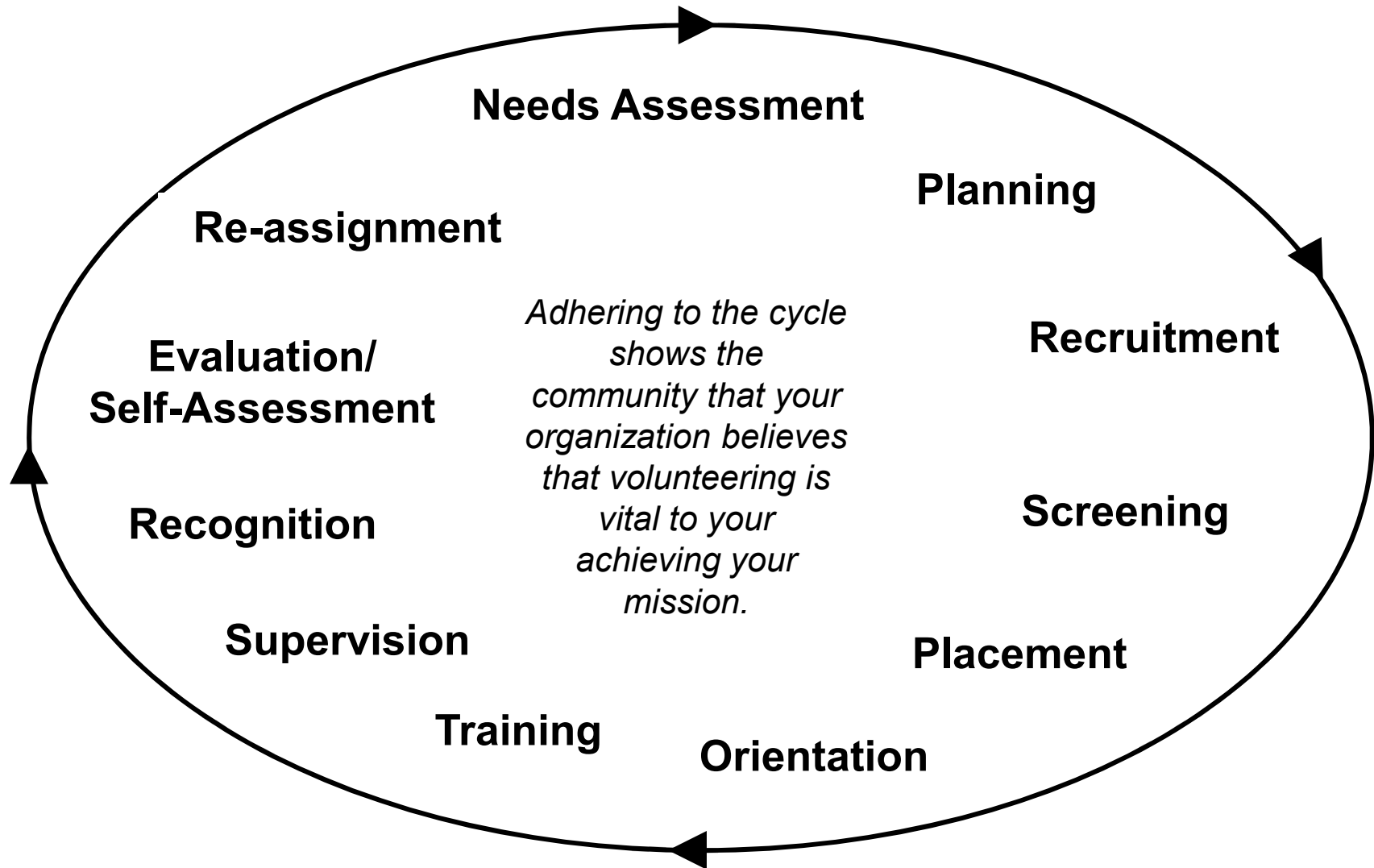
Why do committed people stop volunteering?

# Why Do Volunteers Stop?



Why retention before recruitment?

# Volunteer Development Cycle



# Position Description

- Almost everything you do in volunteer management relates back to your volunteer position.
- Writing a solid position description will make your like so much easier



Position descriptions should be reviewed annually and before recruiting new volunteers. Also, changes to position descriptions must be made to all copies (paper and electronic), as well as being communicated to the volunteer in that position. Here is a position description checklist:

- Title;
- Client group;
- Goals;
- Responsibilities;
- Expected time commitment;
- Limitations (if any);
- Qualifications;
- Available orientation/training;
- Supervision and evaluation provided;
- Working conditions/environment;
- Benefits to volunteer;
- Screening measures.

# Recruiting Tips

- Targeted recruitment
- 7 points of contact before someone volunteers
  - Media, social media, website, face to face, word of mouth, exposure in multiple ways
- Engage skilled volunteers to assist with identifying and accessing new markets



# Recruitment Strategy

- **Assess the organization's needs**
  - Understanding organization's motivation for involving volunteers
  - What can your organization offer
  - What type of volunteers do you want? Who do you already have?
- **Design volunteer assignments**
  - Job description
  - Potential Source
  - Appropriate Technique of Communications
- **Develop and implement Recruitment plan**
  - Public Appeal
  - Recruitment Committee
  - Personal Ask
  - Be prepared to welcome, answer, interview and screen volunteers



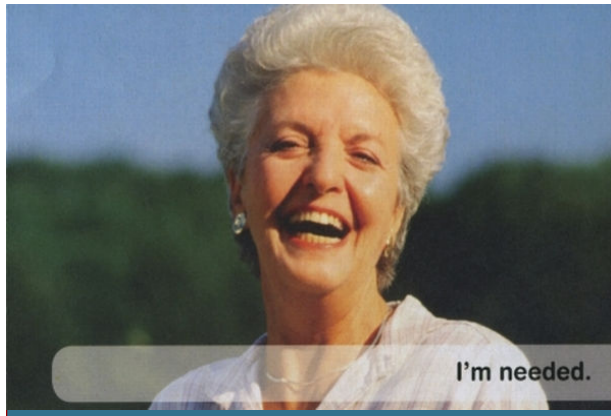
# Types of Recruitment

- **Warm body recruitment:**

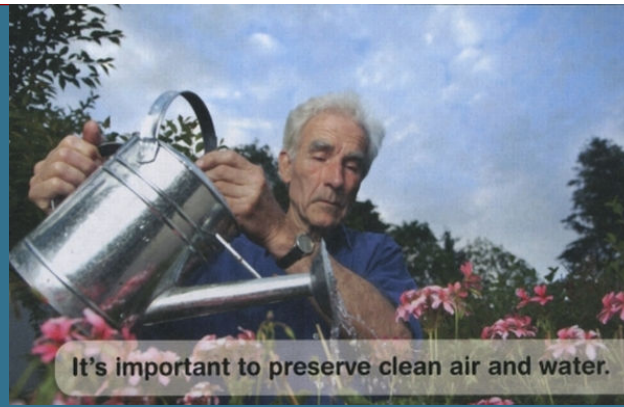
- Special skills not required
- Mass campaign, brochures in volunteer centre, shopping malls schools
- Examples: Information booth worker, Coat check, Registration

- **Targeted recruitment:**

- Special Talents required
- Advertise in targeted places
- Example: Calligraphy artists



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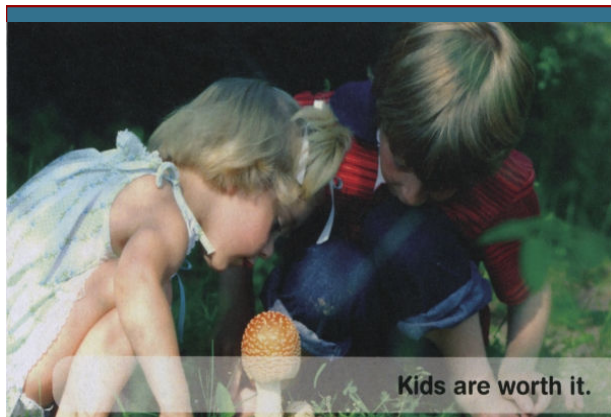


We want to build a community we believe in.

## RESOURCES:

- 2017 Value of Volunteering in Canada – Conference Board of Canada
- 2017 Recognizing Volunteers in Canada
- 2013 Canadian Survey for Giving, Volunteering and Participating
- “Bridging the Gap”: [http://volunteer.ca/files/English\\_Final\\_Report.pdf](http://volunteer.ca/files/English_Final_Report.pdf)

Volunteer Canada – [www.volunteer.ca](http://www.volunteer.ca)



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